

Southern Coast Region

Imperial and San Diego Counties



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

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Latino 5 a Day Campaign

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CAJON VALLEY UNION SCHOOL DISTRICT*LIA - School/District***Robin L. Pelletier**3900 5th Avenue, Suite 310
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Local Share: \$553,721**State Share: \$276,756****First Funded: FFY 2000****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe**Target Audience**

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (1.3%); African American (7.1%); Latino (27%); Native American (1%); Pacific Islander (0.7%); Caucasian (61.6%); Filipino (1.1%)
- Language: Spanish, Tagalog, Armenian, English

Settings

Schools; School Board Members

Partners

7 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Active Living Research

Description

Cajon Valley Union School District and its partners (Grossmont and Sweetwater High School Districts, and Lemon Grove School District) are dedicated to providing San Diego County school districts with the tools to adopt and evaluate strategies to improve school environments. By focusing on implementing and improving current nutrition education and physical activity programs these efforts will enhance the well being of low income families and increase active living within communities throughout San Diego County.

Research tested programs based on the principles of social marketing will be implemented and ongoing process evaluation will be followed to assess program effectiveness.

Programs will be selected based on the *5 a Day* principles and physical activity recommendations as set forth by the Surgeon General of the United States.

An intra-district communication link will be established and maintained to sustain the coordinated school nutrition policy movement to change school environments. These changes will encourage low-income families to increase fruit and vegetable consumption to at least 5 servings per day and incorporate daily physical activity to 30 minutes for adults and 60 minutes for youth.

COMMUNITY RESOURCE CENTER (CRC): NUTRITION NOW

Food Security Special Project

Laurin Pause

Executive Director
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r.org

Grant Amount: \$45,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Randy Cunningham
CA Sen. Bill Morrow
CA Assemblymember Mark
Wyland

Target Audience

- Ages: All Ages
- Ethnicities: Asian (1%); African American (7%); Latino (43%); Native American (1%); Pacific Islander (3%); Caucasian (45%)
- Language: Spanish, Tagalog, English

Settings

Community Centers; Farmers' Markets; Domestic Violence Shelter

Partners

Faith based settings; FEMA

Description

This San Diego County-based fourth-year food security project provides a unique casework-oriented model designed to improve the food security and nutrition knowledge and behaviors of two basic sets of clients.

The project's multi-service center includes the Libre shelter which houses women and their children as clients who have experienced various forms of domestic abuse. While living at the shelter and throughout the project year, at least fifty women and fifty children are provided with weekly two-hour nutrition education classes, food demonstrations, on-site structured gardening for nutrition, and weekly trips to the local farmers' market. Hands-on cooking classes are also included in the nutrition education activities to teach shelter residents how to provide healthy, low-cost meals as a beginning step towards self-sufficiency, empowerment and healing for the entire family, and how cost-effective it is to provide fresh fruits and vegetables for their family as compared to fast food.

The Community Resource Center's (CRC) other major client group is comprised of approximately 3,000 low-income participants who often visit the Center's Bread Room, Social Services, Commodities, and Infant Care programs. The project routinely provides literature and brochures about nutrition, meal planning, food preparation, food safety, food storage and low-cost food resources in the community, and through the use of strategically located bulletin boards at the CRC. Once a month during commodities distribution, the CRC provides hands-on nutrition activities including demonstrations of how to use fruits and vegetables in easy, affordable meals, along with the showing of CRC's "Healthy Eating" videos and the distribution of a recipe and a sample fruit or vegetable for use at home. The project is also actively involved with assisting clients with information about food assistance programs such as WIC and Food Stamps.

FAITH BASED COMMUNITY DEVELOPMENT CORPORATION*Faith Community Outreach Special Project***Susan Woods**

Project Coordinator
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First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Darrell Issa
CA Sen. Bill Morrow
CA Assemblymember Patricia C. Bates

Target Audience

- Ages: Young Adults; Adults
- Ethnicities: African American (97%); Latino (2%); Caucasian (1%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Faith Organizations

Partners

12 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; Local Departments of Social Services

Description

The Faith-Based Nutrition and Fitness Program (FBNFP) is a comprehensive health education and training program designed to teach the benefits of nutrition and fitness as a disease prevention strategy. The project represents a collaborative partnership of African American faith-based and other non-profit organizations within North San Diego County. The partnership includes three churches that are located within close proximity to one another, the North San Diego County NAACP, Vista Community Clinic, and the North County Times. Ongoing project education and outreach efforts include community festivals and health fairs, free health screenings, nutrition education classes, food demonstrations, health forums/conferences, distribution of educational materials, and walking clubs. FBNFP also administers the American Cancer Society "Body & Soul Program: A Celebration of Healthy Living".

GROSSMONT-CUYAMACA COLLEGE*LIA - College/University*

Donna Riley Project Director 900 Rancho San Diego Parkway El Cajon, CA 92019-4304 Phone: (619) 660-4504 Fax: (619) 660-4599 donna.riley@gcccd.net	Local Share: \$117,645 State Share: \$58,823 First Funded: FFY 1999	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Duncan Hunter CA Sen. Dennis Hollingsworth CA Assemblymember Jay La Suer
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Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (5%); African American (7%); Latino (14%); Native American (4%); Pacific Islander (2%); Caucasian (62%); Chaldean (6%)
- Language: Spanish, English, Arabic, Farsi

Settings

Schools

Partners

4 partners from: California Project LEAN; Colleges/Universities; College Fitness Center; College Wellness Center

Description

The Cuyamaca College Food for Life Program offers nutrition education in a fitness center setting, integrating an active lifestyle with dietary guidance. The grant pays for the services of a Registered Dietician and nutrition instructor, as well as clerks to help document student progress and program effectiveness.

Students in the Foods for Fitness class (ES 010) are required to meet with the RD at least once during the semester. At that time, they are given the Foods for Fitness Workbook (free of charge, also covered by the grant). They are given individual written assignments to complete based on their nutritional issues. The RD utilizes food logs, computer analyses, *5 a Day*/30 min-a Day materials and food models to illustrate portion sizes.

Food for Life also provides at least one Staff Development in-service for college staff per year, and several "College Hour" programs for students every semester. These are presentations about nutrition that feature guest speakers, flyers, recipes, food samples, etc. that promote the *5 a Day* message. Food for Life staff members participate in the Cuyamaca College Health Fair every year as well.

Food for Life staff members also plan to attend *Nutrition Network* sponsored workshops, including Social Marketing conferences. The RD is active in local nutrition network activities and workshops on a regular basis.

IMPERIAL COUNTY, PUBLIC HEALTH DEPARTMENT*LIA - Local Health Department***Danila Vargas**

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Local Share: \$73,234

State Share: \$36,618

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Bob Filner
CA Sen. Denise Moreno Ducheny
CA Assemblymember Bonnie Garcia

Target Audience

- Ages: All Ages
- Ethnicities: African American (4%); Latino (72%); Caucasian (20%); Other (4%)
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations

Partners

15 partners from: Schools; School Food Service; Parks and Recreation; University of California Cooperative Extensions; National Organizations

Description

The *Nutrition Network* project targets low income Latino families, health and educational professionals and other agencies that assist low-income families. The project's goals focus on three levels of the Social-Ecological Model for Nutrition Program Evaluation Spheres of Influence. Goal 1) to expand the local Physical Activity and Healthy Eating Coalition (PAHE) who work to identify and implement strategies to promote the *Nutrition Network* goals. Members of the coalition represent a variety of organizations countywide. Goal 2) to motivate families to make sustainable healthy choices by providing dynamic presentations on nutrition & physical activity including cooking demonstrations, by participating in appropriate outreach events and by enhancing other health related strategies. Goal 3) to offer support and increased capacity of promoting healthy eating and physical activity to organizations that work with health and educational professionals, teenagers, children and families.

INDIAN HEALTH COUNCIL, INC. (IHC)*LIA - Indian Tribal Organization*

Martina Portillo PO Box 406 Pauma Valley, CA 92061-0406 Phone: (760) 749-1410 x5401 Fax: (760) 749-4122 mportillo@indianhealth.com	Local Share: \$245,124 State Share: \$122,562 First Funded: FFY 1997	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Darrell Issa CA Sen. Dennis Hollingsworth CA Assemblymember Ray Haynes
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Target Audience

- Ages: All Ages
- Ethnicities: African American (0.06%); Latino (0.6%); Native American (95%); Caucasian (2%); not found (2.3%)
- Language: English

Settings

Community Centers; Clinics

Partners

5 partners from: Schools; Local Health Departments; Parks and Recreation; University of California Cooperative Extensions; Local Departments of Social Services

Description

1. Taste and Try Thursday. IHC staff will set up a *Nutrition Network* booth every Thursday inside the medical department lobby. The booth will include education information on the importance of fruit and vegetable consumption, physical activity and diabetes prevention. IHC will have a fruit or vegetable sample available, conduct a survey during the sampling, conduct a telephone follow-up survey one month later and tally the results to determine impact of trying new fruits and vegetables.
2. Change vending machine food choices. IHC staff will develop a presentation on healthy nutrition. Conduct the presentation at department meetings, distribute and conduct a survey to IHC employees to determine their vending machine preferences, submit results to a vending machine committee and change current vending machine based on survey results. Educational posters will be posted as well as educational materials available about the vending machine food. A post-test survey will be conducted to determine change in vending machine habits.
3. Youth outreach. IHC staff will visit the local youth centers to complete a nutrition activity related to fruit and vegetable consumption, and physical activity.
4. Healthy cooking demonstrations. IHC staff will conduct two cooking demonstrations per month for All Tribes American Indian Charter School. The SDNN Fruit and Vegetable cooking curriculum will be the education base for the cooking component.
5. IHC staff will develop a survey to determine how the target audience would like to receive education on good nutrition, fruit and vegetable consumption and physical activity. The results will be used to complete year two (2005) and year three (2006).

REVIVAL TIME COMMUNITY CHURCH OF GOD IN CHRIST*Faith Community Outreach Special Project***Rev. Lonnie Lynch**

Project Director
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San Diego, CA 92104

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Grant Amount: \$75,000

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe

Target Audience

- Ages: Grades 5-7, 9-12; Young Adults; Adults; Seniors
- Ethnicities: African American (100%)
- Language: English

Settings

Grocery Stores; Farmers' Markets; Faith Organizations

Partners

California Project LEAN; National Organizations; Sweetheart Project

Description

Revival Time Community Church of God in Christ works with African American families to increase their consumption of fruits and vegetables. Low-income and single parent families comprise 90 percent of the congregation at Revival Time Community Church. The health ministry is implemented in 4-6 churches in San Diego County. Education has been offered to the members, partnering churches and community through sessions on meal preparation on limited budgets, gardening tips, cooking contests, a walking club, nutritional fliers, and an Annual Health Fair. Revival Time Community Church has also partnered with the Sweetheart to promote a large campaign to target youth obesity. Project families are empowered to develop and maintain healthy lifestyles. Nutrition education and physical activity is also promoted on weekly telecasts on cable and radio stations.

SAN DIEGO COMMUNITY COLLEGE DISTRICT*LIA - College/University***Nancy Hampson**

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Local Share: **\$388,177**

State Share: **\$194,088**

First Funded: **FFY 2002**

Legislators

U.S. Sen. Dianne Feinstein
 U.S. Sen. Barbara Boxer
 U.S. Rep. Bob Filner
 CA Sen. Denise Moreno Ducheny
 CA Assemblymember Juan Vargas

Target Audience

- Ages: Young Adults; Adults; Seniors
- Ethnicities: Asian (20%); Latino (59%); No info given (21%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Mandarin, Russian, African dialects

Settings

Schools

Partners

4 partners from: Schools; Local Health Departments; California Project LEAN; University of California Cooperative Extensions

Description

This project is in its second year of developing "Guidelines for Promoting Healthy Eating with Adult English as a Second Language Adults." Twelve model nutrition education lessons at four levels of ESL were developed last year addressing three Key Messages identified by formative research funded by the *Network*. An additional 12 lessons at four levels addressing Key Messages 4-6 will be developed this year including two that incorporate the use of technology into the lesson. A plan to disseminate the project will begin to be implemented in the Spring, 2004. A collaborative process is key to the success of this project as ESL professional educators and nutrition educators work together to complement each others' expertise in addressing the nutrition education needs of low income immigrant families adjusting to a new language and a new culture.

SAN DIEGO STATE UNIVERSITY - DEPARTMENT OF EXERCISE AND NUTRITIONAL SCIENCES

California Nutrition Network Regional Lead Agency

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Local Share: \$137,423

State Share: \$68,707

Grant Amount: \$206,000

First Funded: FFY 1998

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Randy Cunningham
CA Sen. Bill Morrow
CA Assemblymember Mark
Wyland

Target Audience

- Ages: All Ages
- Ethnicities: Asian; African American; Latino; Native American; Pacific Islander; Caucasian
- Language: Spanish, English

Settings

Community Centers; Clinics; Schools; Grocery Stores; Restaurants; Faith Organizations; Community Based Organizations

Partners

91 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Restaurants; farms; produce suppliers

Description

Expansion and strengthening of our regional collaborative, maintenance of communication among partner organizations, policy advocacy, and design, implementation and evaluation of collaborative programs are key activities for 03-04. Through our annual sharing forum, monthly collaborative meetings and regular subcommittee meetings we are currently focusing on the expansion of Meeting Well policy to additional worksites, launch of the Healthy Kids Meals restaurant project, dissemination and training for the Cocinando Saludable/Healthy Cooking curriculum, development, buy-in and dissemination of a San Diego Nutrition Network brand, media advocacy, policy advocacy and participation in 5 a Day activities. We have awarded eleven mini-grants to partner and non-partner organizations to extend the reach of our message to increase fruit and vegetable consumption. Decisions are made by the collaborative about promotion of single messages, development of materials, development of programs, target populations, training needs and general direction.

SOUTHERN INDIAN HEALTH COUNCIL, INC.*LIA - Indian Tribal Organization*

Lisa Turner, RD PO Box 2128 Alpine, CA 91903-2128 Phone: (619) 445-1188 x204 Fax: (619) 445-8047 lturner@sihc.org	Local Share: \$248,635 State Share: \$124,318	<u>Legislators</u> U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Duncan Hunter CA Sen. Dennis Hollingsworth CA Assemblymember Jay La Suer
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Target Audience

- Ages: All Ages
- Ethnicities: African American (1%); Latino (14%); Native American (74%); Caucasian (11%)
- Language: Spanish, English

Settings

Clinics; Schools; Indian Reservations

Partners

11 partners from: Schools; Local Health Departments; Colleges/Universities; Indian Reservations & Schools; San Diego Nutrition Network

Description

With the funds received from the *California Nutrition Network* SIHC, Inc. will continue to provide nutrition information regarding the importance of consuming at least 5 servings of fruits and vegetables a day and living a healthy lifestyle that includes 30 – 60 minutes of physical activity per day to reduce the risk of chronic disease among Native Americans and community members and their families in our target area.

We work in partnership to achieve these goals by offering our service area population the following:

- Promote our healthy messages at Community events, health fairs and commodity days
- Offer nutrition classes, cooking demonstrations and food tastings
- Create and distribute nutrition newsletters for both adults and children
- Promote physical fitness at all events
- Participate with Urban Indian Health Board with their "On The Move" program
- Continue to support and increase collaborative partnerships to help expand and strengthen our efforts

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*5 a Day-Power Play! Campaign Regional Lead Agency***Julie Sammons**

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First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Clinics; Schools; Grocery Stores; Farmers' Markets; Restaurants; Media; Community Youth Organizations; Non-profits; Health Organizations

Partners

150 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs; Health Promotion Orgs; Retailers; Farms

Description

The University of California, San Diego, Division of Community Pediatrics acts as the San Diego Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play! Steering Committee*. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 75,000 impressions with the region's 37,704 low-income 9- to 11-year-old children. The San Diego Region includes San Diego and Imperial Counties.

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*Latino 5 a Day Campaign Regional Lead Agency***Blanca Melendrez**

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Grant Amount: \$110,000**Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Susan A. Davis

CA Sen. Dede Alpert

CA Assemblymember Christine T.
Kehoe**Target Audience**

- Ages: Young Adults; Adults
- Ethnicities: Latino
- Language: Spanish, English

Settings

Clinics; Grocery Stores; Farmers' Markets; Festival; Community Based Orgs; Direct Health Service Providers

Partners

100 partners from: Local Health Departments; California Project LEAN; University of California Cooperative Extensions; Local Departments of Social Services; Healthcare; Mexican consulate, government officials; churches; restaurants; supermarkets; English language classes

Description

UC San Diego, Community Pediatrics serves as the Regional Lead Agency for the *Latino 5 a Day Campaign* in the San Diego Region. Throughout 2004, the region will work with the target community and public/private partners to reach Spanish-language dominant and English-speaking Latino adults, aged 18-54 years, with *5 a Day* and physical activity information and opportunities for action. The region is funded currently to coordinate a community coalition and oversee implementation of the Campaign's components, which include interventions conducted at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood grocery stores, direct health service provider organizations, and community clinics. These regional activities, which reach nearly 206,457 Latinos annually, are reinforced with bilingual television, radio, and outdoor advertisements and public relations activities.

UNIVERSITY OF CALIFORNIA, SAN DIEGO - DIVISION OF COMMUNITY PEDIATRICS*LIA - College/University***Todd Galati, M.A.**

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Local Share: \$329,617**State Share: \$164,807****First Funded: FFY 1999****Legislators**

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Susan A. Davis
CA Sen. Dede Alpert
CA Assemblymember Christine T. Kehoe

Target Audience

- Ages: Grades 4, 5; Young Adults; Adults; Seniors
- Ethnicities: Asian (11%); African American (6%); Latino (78%); Native American (1%); Pacific Islander (1%); Caucasian (2.6%); no info (2.5%)
- Language: Spanish, English

Settings

Community Centers; Schools

Partners

25 partners from: Schools; School Food Service; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Nutrition Network News; San Diego 5 a Day (Latino & Power Play!); San Diego Nutrition Network and all of its partners; San Diego Coalition on Obesity

Description

State Share dollars fund continued development of the Nutrition Link web-based nutrition and physical activity education lessons that integrate nutrition with core curricula to meet California Content Standards for 4th and 5th grades and allow for easier implementation by teachers at 5 participating schools. Two nutrition/physical activity education web-based lessons enhance the monthly in-class lessons (Local Share). Lessons are based on the Dietary Guidelines for Americans, Healthy People 2010 Objectives, and the CATCH curricula. Pre/post questionnaires assess knowledge and behavior changes resulting from the program. Fourth-grade Web-lessons integrate the following nutrition topics and core subjects (in parentheses):

- Food Guide Pyramid (English-Language Arts: "Island of the Blue Dolphins")
- 5 a Day (Social Studies: California Fruits & Vegetables)
- Food Label (Math: Fractions and Multiplication)
- Vitamins and Minerals (Social Studies: California Explorers)
- Healthy Snacks (Social Studies: Gold Rush to World War II)
- Breakfast (English-Language Arts: "The Comeback Dog")
- Fast Food and Restaurants (Math: Using Graphs)
- Physical Activity Education (Math: 2 digit numbers)
- Body Image and Food Safety (English-Language Arts: "Because of Winn Dixie")

Nutrition Link reaches the entire school community through: parent nutrition talks with Health Educators; 5 a Day PSAs; newsletters (English/Spanish) for all students in participating schools; implementing 5 a Day–Power Play! in participating schools; and collaboration with food service directors, parent coordinators, garden specialists and the San Diego Nutrition Network.